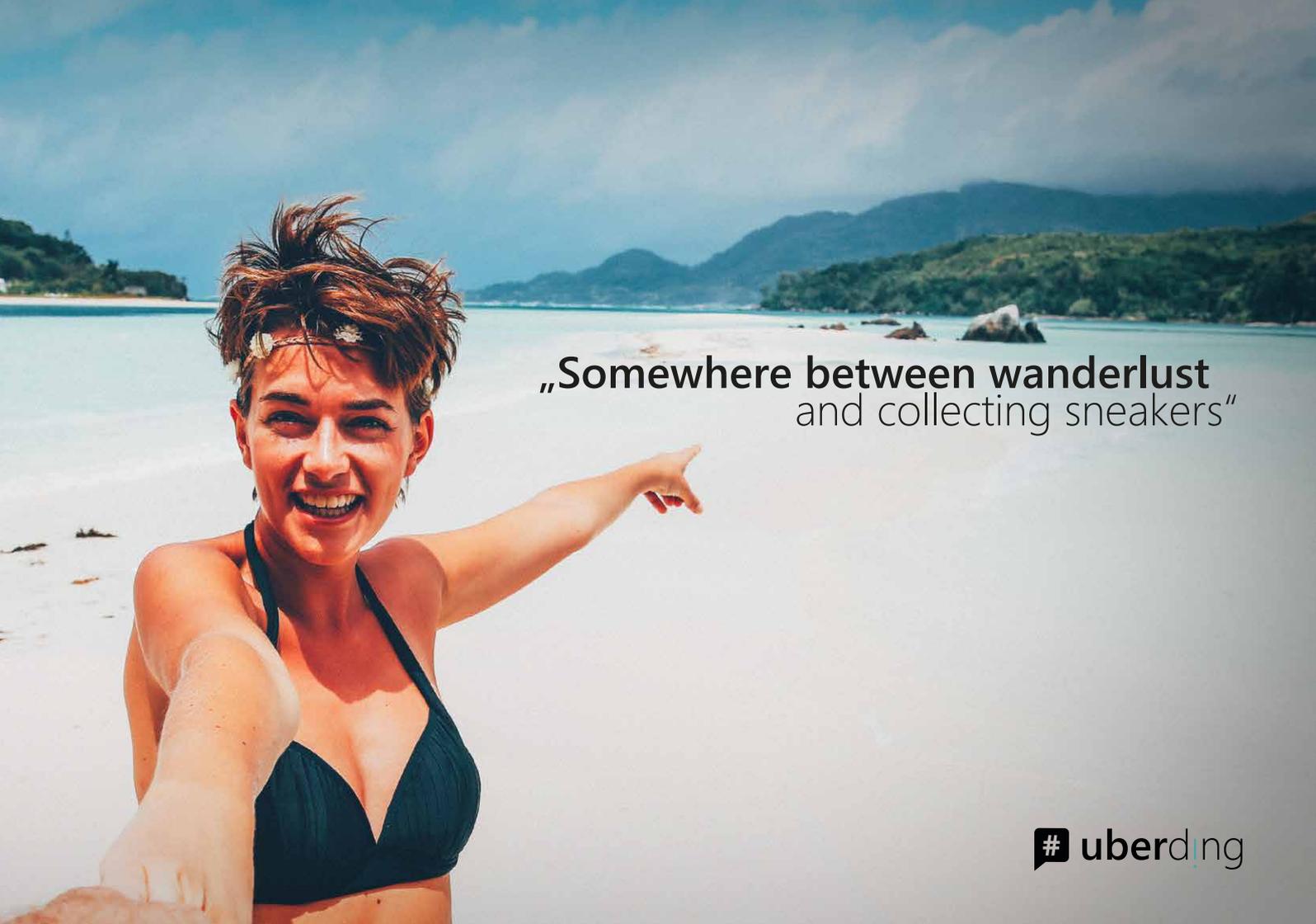


#uberding



„Somewhere between wanderlust
and collecting sneakers“

#uberding

about us

Since the founding of uberding in 2008, we have been focused on producing high quality content and continuing our development. We write for people just like us; people between the ages of 20-40 years old with a distinctive joie de vivre, broad interests and a sense of aesthetics. We write for people who love to travel, better yet, people who enjoy traveling and talking about their experiences. We write for people who are interested in fashion, the latest technological gimmicks or the tastiest lifestyle drinks. We write for people who value high quality in all aspects of life whether it's the quality of a new car or a pair of sneakers.

Our themes are as diverse as our authors. The head of the uber-crew is founder and digital native, Mia Bühler. Mia's favorite thing to do would be to visit all the wellness hotels and spas in the world but she's also not afraid to spend the night in a VW bus. Editor, Lisa Mattis, has been happily flying around the world for uberding since 2011. She has cultivated an intense relationship with her luggage and is a true fashionista. Mia & Lisa are complemented by a crew of colorful authors, including Thies Janknecht, Livia Noll, Florian Roser, and Lena Reiner. Thies' heart beats for sneakers and rhythms. Livia loves to indulge in her passion for film, photography and her sweet life in her hometown. Florian, who sometimes writes articles for uberding from Germany and at other times from New York, has a thing for cars and from time to time while reaching for the keyboard, he grabs on to the steering wheel instead. Lena is a vegan photographer and she shares her life with us through the magical images she produces.

Variety is what uberding is. We don't define ourselves by a specific topic or opinion. We want to work together with you to find out where the future leads us.

We continue to evolve – and uberding does too



miabühler

Mia Bühler grew up in Spaichingen, a small town near the area of Tuttlingen. She studied marketing and business management with an emphasis on media and communications at the DHBW University in Stuttgart. She has published articles on a variety of subjects for several media platforms including the TUI blog, textilwirtschaft.de, [uberding](http://uberding.com), and several others.

In cooperation with Vodafone Germany and their "Ich zeig dir die Welt" ("I'll show you the world") campaign, Mia's popularity increased in 2015 and she became known to a large audience outside of her blog. The campaign featured Mia traveling to several European cities; she was filmed and broadcasted via live stream while she gave viewers a virtual tour of her adventures in each destination. Mia also gives talks on various topics including "The changing world of digital media" and "Women entrepreneurs in the digital world."

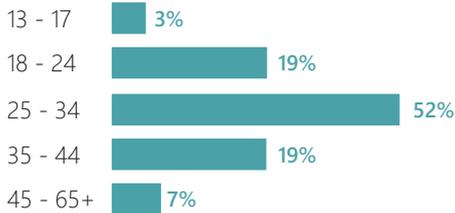
...Between deadlines and Swabian Pockets...

Today Mia Bühler lives in Stuttgart. Between deadlines and maultaschen, she founded [creading GmbH](http://creading.com) and is one of the most successful bloggers and online journalists in German-speaking countries. In her private life she is a euphoric, bundle of energy and she never leaves the house without her charging cable. (or battery charger) For the past several years Mia has been touring the world with her successful lifestyle blog.

reach

Unique user: 211.800
Page impressions: 395.200
Session duration: 00:01:47

agesplit



gendersplit



44%
adventurous,
hedonists,
passionate about
technology



55%
likes to travel,
interested in fashion,
likes orderly,
well educated

socialfollower



Facebook Likes:
17.322



Twitter Follower
2.400



Instagram Follower
4.235



Vimeo Views Ø
4.235

socialteam



Instagram Follower

Mia 6.440
Flo 5.516
Thies 1.045
Lisa 701
Till 295
Lexie 248
Livia 644
Markus 84K
Lena 615

98k
Follower

geolocation

The cities listed below have the highest concentration of readers:

Berlin
Hamburg
Düsseldorf
Stuttgart
München

uberding readers from:

Germany
Swiss
Austria
USA
England
France
Italy



76%  new readers

24%  returning readers



#travelding

Irland Tourism

Branded Story

Advertorial

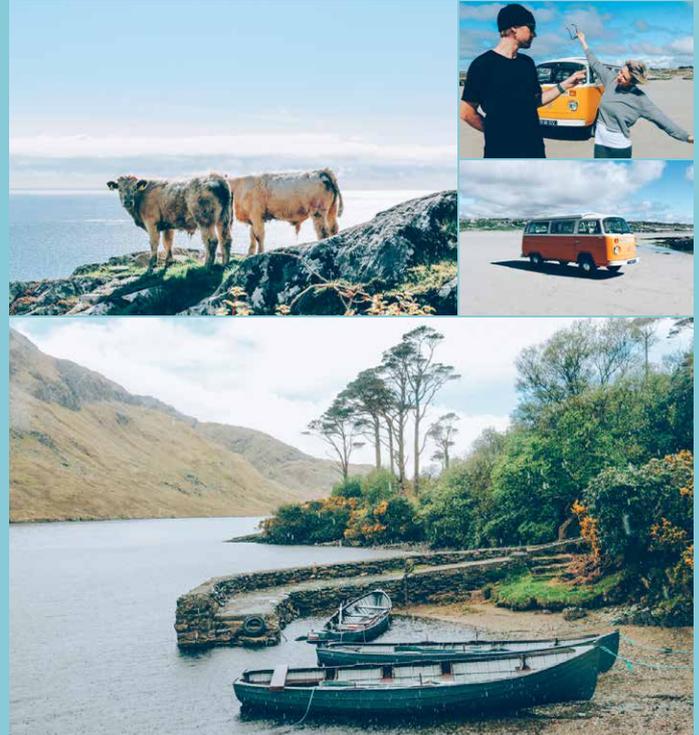
Social Posting

Video

[View article online](#)

travelding and riding are two of our favorite categories and we love to connect both activities.

For Tourism Ireland we drove retro campers along the coast in order to advertise the “Wild Atlantic Way” adventure. Our road trip in our retro VW bus was summarized in several articles and one of our favorite vlogs. We are equipped with the required professional gear on all our travels.



#travelding

Barefoot Island Maafushivaru

Branded Story
Advertorial,
Social Posting

[View article online](#)

Shut down, take a break, and bury your toes in the sand. With travelding, action and sustainability aren't the only things that we desire, we also like to relax in the lap of luxury.

We love to discover spas and resorts like Barefoot Island Maafushivaru for our readers and share our experiences with them through multiple channels.



#travelding

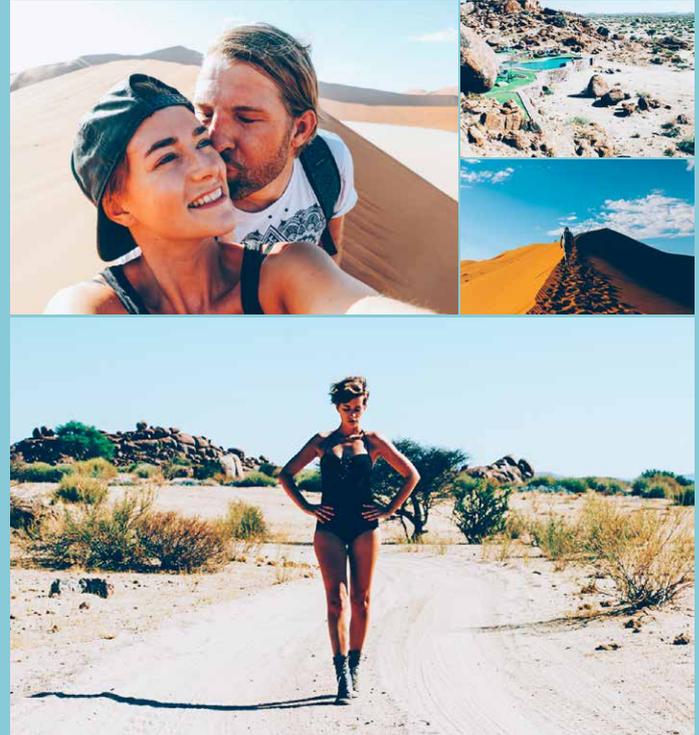
Namibia – Gondwana Lodges

Branded Story
Advertorial
Social Posting
Video

[View article online](#)

uberding loves adventure; it gives us goose bumps. The journey throughout Namibia awakened a variety of emotions within us and as a result, we awakened those emotions within our readers. Our motto is: no tears in the writer; no tears in the reader.

Our road trips and various flights are organized under the category „uber-Places.“ Readers can find useful tips on packing, tours, Apps, and unforgettable natural spectacles captured in pictures and film on the uber-Places page.



#traveling

#IZDDW via Live stream throughout Europe

Five cities, five countries, two months and over 35 hours Live stream

Advertorials
Videos
Live streams
Moderation

[View online](#)

We visited Amsterdam, Berlin, Barcelona, Rome, and Iceland; to top it all off we produced a memorable project in collaboration with Vodafone Germany and set two world records for the longest Periscope live stream and the longest roaming LTE live stream. That was our first tour for the #IZDDW "Ich zeig dir die Welt" ("I'll show you the world") campaign which was hosted by Mia and covered by uberding.

The #IZDDW project was a sign of a new type of advertising - Entertaining live ([watch case film](#)).



#riding

Two days in a car with Honda

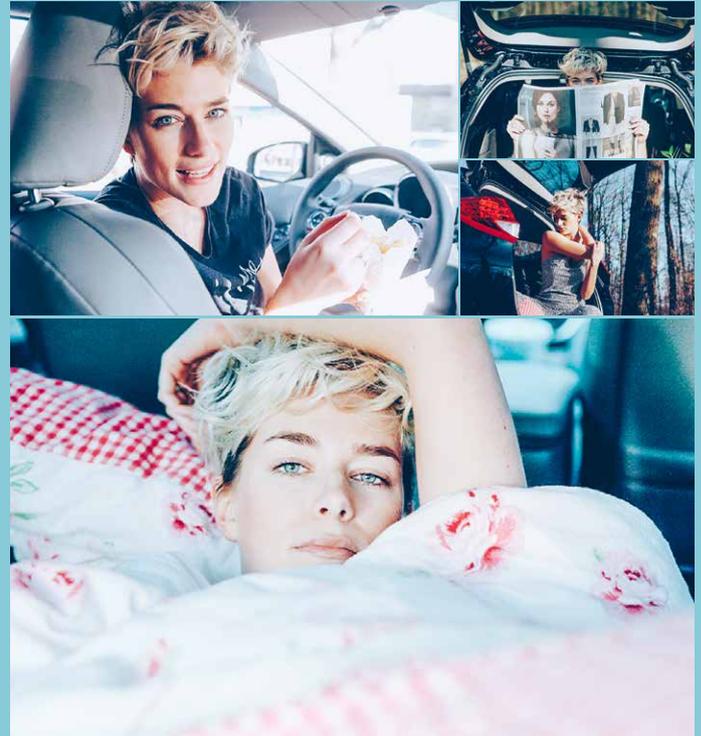
Branded Story
Advertorial
Social Posting

[View article online](#)

With nothing but a #hashtag and a rental car we needed to advertise, we created a highly branded story with high virality.

Two days in the car?

Not a problem for us – each time one of our fans clicked the like button on the social media post above, we spent an additional 30 minutes in the car and we wrote about it on our blog and reported on it on all our social media outlets.



#body

40 is the new 30

Branded Story - Eucerin unisex moisturizer

[View article online](#)

Well-being and taking care of yourself play an important role in our lives – not only for our female editors. The uberding team consists of four proud men and they don't mince words.

In the article linked above, Thies represented readers aged 30 and over. His article was met with much positive feedback, which is a sign that our readers identify with us and despite the fact that the post is a sponsored ad, they trust our recommendations.



#eatding

FOODLR – Eating with the neighbors?

Branded Story
Advertorial
Social Posting
App Test

[View article online](#)

uberding has an appetite! We have an appetite for delicious, new, and different types of food. We attend every dinner party invitation we receive and every invitation to try the new “it drink.” We love to spread the word about our discoveries online and offline.

Our numerous co-bloggers and active fans are happy to act as multipliers when it comes to the topic of #eatding.



#hitech

#HiTech meets #Style - A Fashion shoot with a Smartphone

Advertorial
Photo gallery
Technology test
Social sharing

[View article online](#)

The latest technology meets style. uberding loves art and fashion so the team did what was authentic to them and tested the new smartphone by using it to do what was natural: a fashion shoot using only the smartphone.

The results were spectacular - readers couldn't tell the difference between photos taken with the smartphone camera and high-end photographic equipment. Could you?



#music

Rock 'n' Heim with Becks

Branded Story
Advertorial
Social Posting

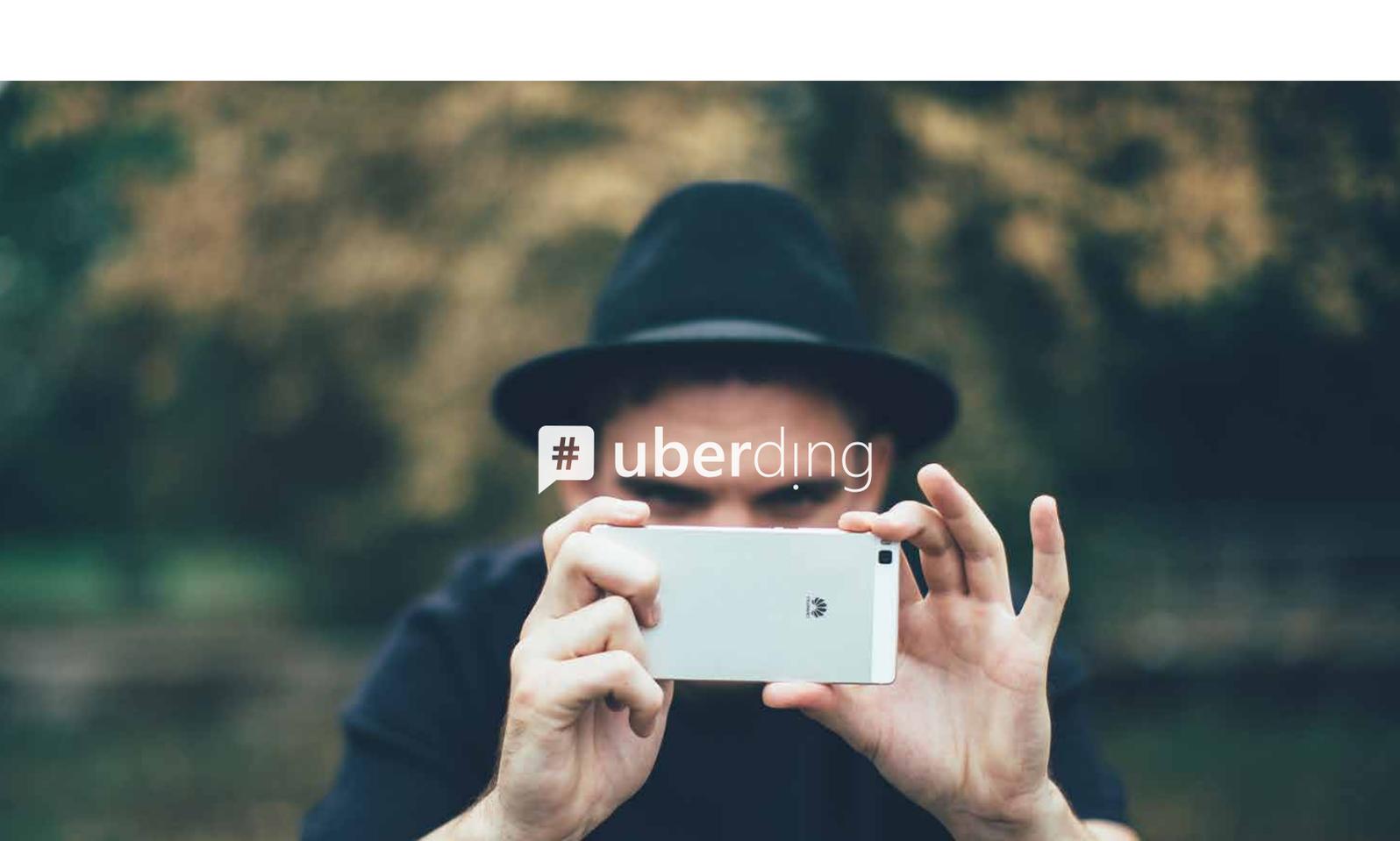
[View article online](#)

We're always happy to be invited to festivals!

Equipped with our camera, air guitars playing all around us, and a cool Beck's beer in hand, in 2014 we traveled to the fairly-young Rock 'n' Heim festival and were able to present their brand across all our channels with a high reach.

Our images provide partners like Rock 'n' Heim with content for their media channels.





uberding

cooperationpartner

Here you will find a selection of our partners:



#yourcontact

Mia Bühler

General Manager / Social Media Consultant

Mobile: +49 (0)151 29 10 72 64

Tel: +49 (0)711 88 29 66 66

E-Mail: kontakt@uberding.de

Web: www.uberding.net



creading GmbH

Dürrheimer str. 15
70372 Stuttgart
Germany